

**JOB TITLE: Senior Marketing Manager**  
**LOCATION: Kelowna Support Office**  
**SALARY RANGE: \$115,000 to \$125,000**  
**APPLICATION SUBMISSION DEADLINE open until filled**

BigSteelBox – Canada’s most diversified shipping container company – is looking for a **Senior Marketing Manager** at its central support office in Kelowna. BigSteelBox has experienced exceptional growth over the past few years and has ambitious expansion plans for the future. To help support this growth, we are looking for a Senior Marketing Manager to lead the Customer Insights team and develop a testing platform to expand our service offering.

This is a permanent, full-time position (Monday to Friday, 8:30 am – 5:00 pm) starting as soon as possible. The position offers a competitive base salary dependent on experience, an annual incentive scheme, a competitive benefits package, and a company-matching RRSP program after 3 months. Upon successful completion of probation, and subject to employee suitability and operational requirements, a flexible work arrangement may be offered, allowing for a combination of work in-office (minimum three days per week) and work from home.

Do you like to be innovative? Are you ready to transform the traditional moving and storage industry?

The ideal candidate will have the opportunity to make this happen. The marketing department at BigSteelBox is growing to support the company’s expansion, which means there is plenty of opportunity to learn new things and be part of a dynamic team that’s helping to drive the business forward.

One of our 6 core values is “we are passionately driven to be better.” This is an essential quality for a marketer and innovator in the digital age.

We’re also proud to have been certified as a [Great Place to Work®](#)! This certification is awarded after a thorough, independent analysis conducted by Great Place to Work Institute® Canada. It’s based on direct feedback from employees, provided as part of an extensive and anonymous survey about their workplace experience. In addition to this external survey, the results of our most recent employee engagement survey, 90% of employees would recommend working here to a friend.

The ideal candidate works under the supervision of the Director of Marketing. They will work with the rest of the marketing team and help foster great working relationships with other departments and key suppliers.

What makes BigSteelBox unique? Visit our [website](#) to learn more about our [core values](#) and what drives our BigSteelBox family.

## **THE EXPERIENCE AND QUALIFICATIONS WE ARE LOOKING FOR:**

- At least 10 years of experience in a marketing role or related business experience
- At least 5 years leading a marketing team
- Bachelor's degree or equivalent (Bachelor of Commerce or MBA preferred)
- Demonstrated success in defining and launching new products or services
- Exceptional computer skills with knowledge of Google Analytics, Search Console and CRM systems
- Experience working in Salesforce Marketing Cloud or Account Engagement an asset
- Outstanding written and verbal communication skills

## **WHAT YOUR PRIMARY RESPONSIBILITIES WILL BE:**

- Leading a Customer Insights team to gain a better understanding of customer needs in existing and emerging market opportunities
- Creating business cases for proposed changes with projections and clearly defined measures of success
- Executing test markets to evaluate new product and service offerings, customer acquisition strategies or opening new channels
- Launching successful tests to broader markets
- Building strong relationships with key stakeholders across all departments
- Identifying and developing partnerships to expand our reach and service offering

## **REQUIRED SKILLS/CORE COMPETENCIES**

- Accountability – Takes personal ownership and responsibility for results
- Adaptability – Adapts and responds to changing conditions, priorities, technologies and requirements
- Analytical Thinking – Applies systematic, logical reasoning when addressing problems
- Communication – Expresses and transmits information verbally and written, with consistency and clarity
- Decision Making – Makes concrete, well-informed decisions that support the overall organizational values
- Networking and Relationship Building – Effectively builds constructive, friendly, professional relationships with colleagues
- Planning and Organizing – Accurately estimates duration and level of difficulty of tasks and projects, setting goals and objectives and plans to complete
- Results Orientation – Understands the desired outcomes and stays focused on the tasks required to be successful
- Service Orientation – Provides superior service to both internal and external customers
- Teamwork – Works cooperatively and effectively with others to reach shared goals
- Generative – Possesses enough confidence to be positive, curious and selfless

We thank all applicants in advance, however, only those selected for an interview will be contacted.